



## The Neo-Generalist: Where You Go Is Who You Are

By Kenneth Mikkelsen, Richard Martin

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**The Neo-Generalist: Where You Go Is Who You Are** By Kenneth Mikkelsen, Richard Martin

*Have you encountered difficulties describing what you do to other people?*

*Have you ever labelled yourself in order to be understood?*

*Is there a difference in the way that a generalist and a specialist can stay relevant?*

*If you had to design an approach to education fit for the twenty-first century, what would it look like?*

*How do you live a life of meaning if you live in more than one world?*

During an era still dominated by hyperspecialism and experts with 'the one right answer', the neo-generalist defies easy classification. They are tricksters who traverse multiple domains, living between categories and labels. Encompassing rather than rejecting, the neo-generalist is both specialist and generalist. A restless multidisciplinarian, who is forever learning. They bring together diverse people, synthesising ideas and practice, addressing the big issues that confront us in order to shape a better future.

They are curious, responsive, connective.

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### Editorial Review

#### Review

“This thought-provoking book will challenge you to rethink how specialists and generalists add value in society. Kenneth Mikkelsen and Richard Martin draw on stories from multiple disciplines and cultures – from business to art and science to sport – to explain why we need people who live in more than one world to shape our future.”

- Adam Grant, New York Times bestselling author of ORIGINALS and GIVE AND TAKE

“Neo-Generalists are people who are able to find connections across fields, to continuously learn specialties and apply their learnings across disciplines. The book chronicles the stories and insights of successful neo-generalists, and their own journeys of mastering new industries and combinatorial fields. A fascinating read for leaders in education and business who want to understand what distinguishes the high-achievers of tomorrow.”

- Marina Gorbis, Executive Director at the Institute for the Future and author of The Nature of the Future

“I love this book! Neo-Generalists where have you been all my life? Kenneth Mikkelsen and Richard Martin have given vernacular, shape and analysis to a mindset that has always been important, but never truly embraced in our world of educating and working towards the ‘either/or’ instead of the ‘yes/and’ stance. As a hybrid thinker, I thoroughly appreciate the research, stories and new questions posed in this very important treatise. The Neo-Generalist gives a range of professionals the tools to better navigate ambiguity. Well done.”

- Natalie Nixon, PhD, Author of Strategic Design Thinking. Professor and Principal at Figure 8 Thinking

#### Review

“The Neo-Generalist is a very different book. A must read for business executives and managers that face the daily challenges of failed projects due to hyperspecialization and organizational silos. The Neo-Generalist heralds a new era of smart thinking books. In a thought-provoking way it challenges us to re-evaluate traditional career trajectories and consider what it means to live, learn and lead in the 21st century. Highly recommend reading.”

- Henrik von Scheel, Author, CEO & Co-founder of LEADING Practice.  
Board Member Google EMEA, Gazprom, Global University Alliance and Capital Investment

“The Neo-Generalist takes the reader on a challenging journey, as it is not a management book nor a novel. It exposes a wide array of elements that are important for the deeper understanding of a world where our generalist foundation is being eroded by hyper-specialization. Based on interviews and references it takes us in many stimulating places. It reminds us that questions relating science, business, economics and society cannot be dealt with in a meaningful way if the only vantage point is the discipline itself. Making the world a better place, as many in today’s business community claim as their purpose, requires a perspective beyond economic outcomes, consumer convenience and material well-being.”

- Dr. Richard Straub, Founder and President of the Peter Drucker Society Europe. Member of the Executive Management team of the European Foundation for Management Development

“A neo-generalist is somewhere between a polymath and a hyperspecialist. One metaphor used by the authors of The Neo-Generalist is ‘frequency hopping’, wandering, accumulating, sampling, mixing, and putting into practice what they learn. Kenneth Mikkelsen and Richard Martin have written a book that defies the formula of most business and management books. Instead of one or two easily understood ideas, they offer a cornucopia of ideas, perspectives, and opinions. Not only was this book a pleasure to read, it expanded my knowledge on a variety of subjects.”

- Harold Jarche, International consultant and speaker. Author of the Perpetual Beta book series

“Kenneth Mikkelsen and Richard Martin have written an engaging and panoramic meditation on a little-discussed class of professionals with meta-skills; people whose approach to life is fluid and flexible, and who can effortlessly cross boundaries in a manner which allows them to respond in more creative and responsive ways to the urgent and complex problems we are facing today. I can strongly recommend The Neo-Generalist both to those people considering the next steps in their career, and to organizations who wish to evolve their businesses through a new form of transformational leadership who are fully able to navigate change and help those around them reach their fullest potential.”

- Simon Robinson, Founder of Holonomics Education. Author of Holonomics: Business Where People and Planet Matter

“Do you struggle to define what you do in a few words? Do labels fall short of defining you? Do you find yourself wondering where you will fit in tomorrow's labor force? The Neo-Generalist by Kenneth Mikkelsen and Richard Martin offers a helpful new perspective for managing ambiguity in the workplace. With stories and examples from various fields, they give a set of tools for organizations, managers, and leaders to fluidly navigate today's world.”

- Hala Hanna, Policy and Strategy Advisor

"In The Neo-Generalist, Kenneth Mikkelsen and Richard Martin take us for a meandering walk from one domain to another, through real stories of people who have not only glided across the boundaries in the world of knowledge but also acted on them to bring about meaningful change in the world. The book itself is evolving work, the promising neo of the neo-generalist helps us see, make sense and share the potential of an interdisciplinary approach to life and learning. It epitomizes the spirit of the explorer, one that relentlessly discovers the world and creates it in the process. A treat for the curious minds for whom playing with boundaries is the norm, not exception."

- Khuyen Bui Gia, Learner, Writer and Winner of the 2015 Global Peter Drucker Essay Challenge

## About the Author

Kenneth Mikkelsen is a leadership advisor, learning designer, speaker and writer. He can be found on Twitter as @LeadershipABC. Richard Martin is a freelance writer and editor. He can be found on Twitter as @IndaloGenesis.

## Users Review

### From reader reviews:

#### Matthew Segal:

Spent a free a chance to be fun activity to complete! A lot of people spent their sparetime with their family, or their own friends. Usually they performing activity like watching television, planning to beach, or picnic in the park. They actually doing same every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Could possibly be reading a book could be option to fill your cost-free time/

holiday. The first thing you ask may be what kinds of guide that you should read. If you want to consider look for book, may be the book untitled The Neo-Generalist: Where You Go Is Who You Are can be very good book to read. May be it may be best activity to you.

**Norman Ross:**

The book The Neo-Generalist: Where You Go Is Who You Are has a lot of information on it. So when you make sure to read this book you can get a lot of profit. The book was authored by the very famous author. This articles author makes some research just before write this book. This kind of book very easy to read you can obtain the point easily after reading this book.

**Robert Long:**

Why? Because this The Neo-Generalist: Where You Go Is Who You Are is an unordinary book that the inside of the guide waiting for you to snap the item but latter it will zap you with the secret that inside. Reading this book next to it was fantastic author who have write the book in such wonderful way makes the content inside easier to understand, entertaining approach but still convey the meaning completely. So , it is good for you for not hesitating having this any longer or you going to regret it. This amazing book will give you a lot of rewards than the other book include such as help improving your ability and your critical thinking way. So , still want to hesitate having that book? If I were you I will go to the reserve store hurriedly.

**Andy McNeil:**

Reading a book for being new life style in this year; every people loves to examine a book. When you read a book you can get a wide range of benefit. When you read books, you can improve your knowledge, simply because book has a lot of information upon it. The information that you will get depend on what sorts of book that you have read. If you wish to get information about your research, you can read education books, but if you want to entertain yourself you are able to a fiction books, this sort of us novel, comics, and also soon. The The Neo-Generalist: Where You Go Is Who You Are will give you a new experience in reading through a book.

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